

DOWNTOWN

DESIGN STANDARDS

CITY OF AMERY, WI

ADOPTED ON JULY 6, 2011



Created with assistance from
MSA Professional Services, Inc.

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CHECKLIST

Administration

Review Process

Applicants should review this Handbook at the beginning of the design process and are encouraged to meet with the City Administrator to discuss the project. The following items must be submitted for review, unless the City Administrator determines that they are not needed because the project is limited in scope:

- **Design Standards Checklist** (see last pages of Handbook)
- **Illustrations, diagrams, samples, and spec sheets**
- **Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting**

City staff completes an initial review and the City Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the City. City staff may consult with the Facade Committee during the initial review. Applications determined by staff to **NOT** meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Facade Committee (FC) for their review with any applicable staff notes to render a recommendation to the Plan Commission. The Plan Commission will then review the application and Facade Committee's recommendation.

The applicant will be informed of the outcome of the initial staff review within **five (5) business days of submittal** and may decide at that time to withdraw or revise the submittal or to proceed to Façade Committee and Plan Commission review.

Submissions must be made **fourteen (14) days** before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the City Council. Requests for appeal should be made to the City Administrator.

APPLICABILITY

The Downtown Design Standards apply to all non-residential and non-industrial parcels in the Downtown Design Standards District, but they **DO NOT** require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage/smoking areas, etc.) must receive approval from the City Administrator and/or Facade Committee based on these standards, even if a permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the lower portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the upper portion of the each page. For privately-funded projects, the the property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the City's Zoning Ordinance. For any project that includes public funding assistance, the property owner/leaseholders must meet the corresponding standards and recommendations.

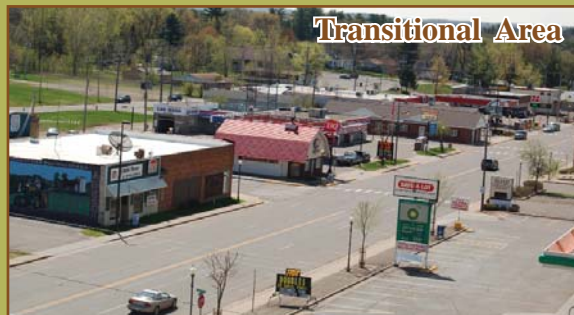
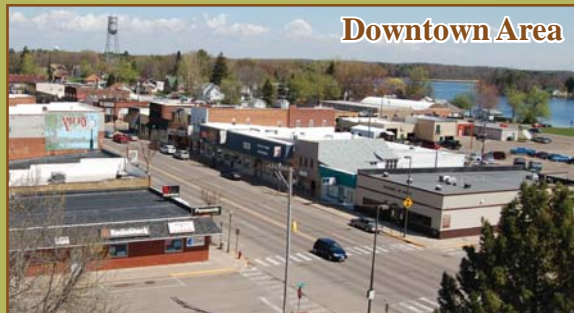
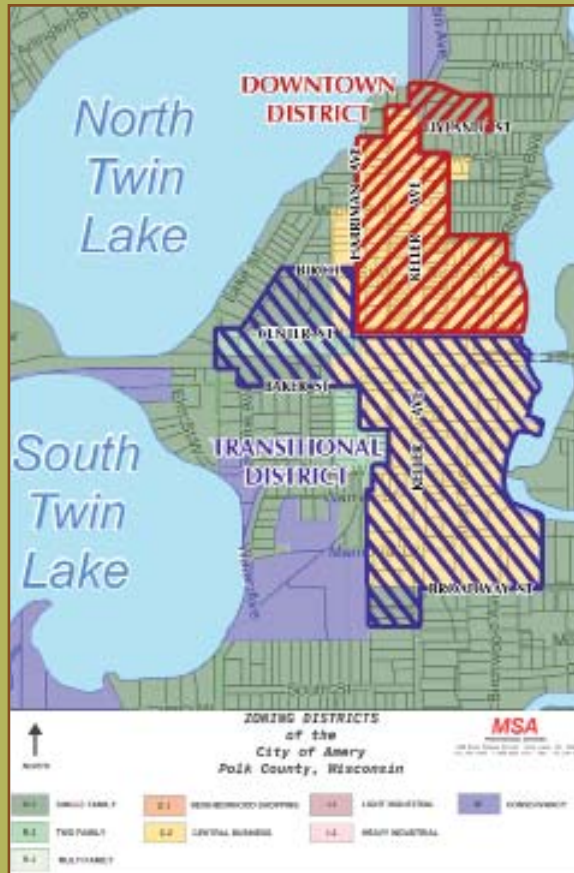
WAIVERS

Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement.

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design

Design Districts



Intent

The Amery Downtown Design District is intended to encompass commercial, mixed use and civic properties in the downtown area. The District includes historic structures that should be preserved and non-historic structures and sites that are candidates for redevelopment.

All building or site improvement activities normally requiring a permit must conform to the standards defined herein.

Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Area** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states “**Downtown Area Only**”, or “**Transitional Area Only**”. The map at left and descriptions below explain each of these zones:

Downtown Area

This zone is comprised of properties abutting Keller Avenue between Hyland Street and Center Street, and along Center and Birch Streets east of Keller Avenue. The dominant design character is one- to two-story brick buildings built right to the street edge and featuring ground floor retail or service space behind large windows. The intent of this zone is to ensure that new buildings reinforce and complement the historic downtown core. New development or redevelopment should be of similar scale to existing buildings and should utilize similar rhythms within the block and downtown area in general, though architectural style will not be regulated.

Transitional Area

This zone incorporates transitional areas along Keller Avenue south of Center Street, as well as areas east and west of the Downtown Area. The intent of this zone is to establish a more uniform approach to site design that will reinforce an urban, pedestrian-friendly street environment, while continuing to allow for variety and flexibility in building design.

Terms

Awning sign	a type of projecting, on-building sign consisting of printing on fabric or fabric-like sheathing material
Back-lit sign	a sign illuminated from within
Base Panel	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
Billboard sign (off-premise advertising sign)	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
Clear glass	glass that is not frosted, tinted or obscured in any way, allowing a clear view to the interior of the building
CMU, smooth-faced	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
CMU, split-faced	a concrete masonry unit with a textured exterior finish
EIFS (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
Footcandle	a unit of illumination produced on a surface
Functional public entrance	a building entrance that is unlocked during business hours and is designated for public use
Free-standing sign	any sign which is independent of support from any building
Full-cutoff light fixture	a light fixture that does not allow light to escape above 90 degrees from vertical
Ground floor facade	the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

Terms

ADMINISTRATION

the horizontal beam spanning an opening in an exterior wall

a type of free-standing sign whose bottom edge is located within one (1) foot of a ground-mounted pedestal

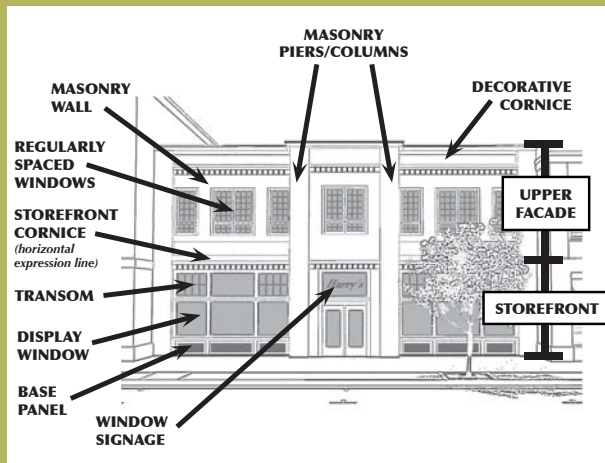
any parking area that has five (5) or more stalls

the area designated for a single vehicle to park

any free-standing sign mounted on a pole

a type of on-building sign, which is attached to and projects more than one (1) foot from the building, generally perpendicular from the building face.

land reserved for public use, including streets and sidewalks



Lintel

Monument sign

Parking lot

Parking stall

Pylon sign

Projecting sign

ROW (Right-of-way)

**Traditional
Facade
Components**

Terms

Transom	a horizontal window above another window or door (see traditional facade components)
Wall Sign	any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than sixteen (16) inches from such wall
Window sign	any sign mounted inside a building, either on the window glass, or within two (2) feet of the window, so that the sign can be viewed through a window by the persons outside the building.

Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

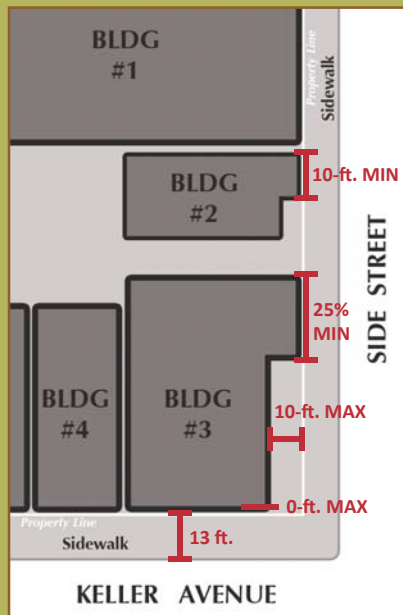


The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

Standard #1 is illustrated in the image and text below:

SIDE STREET

a small building (like bldg #2) has to have at least 10 feet of the facade at the property line (even if this totals more than 25% of the building); however, a larger building (like bldg #3) has to have at least 25% of the building at the property line (even though this will total more than 10 feet).



Portion of the building is set back from the street, allowing extra room for a larger pedestrian zone

Recommendations

- The siting of adjacent buildings should be considered when choosing the setback - a uniform setback is desirable to establish a more consistent "street wall".
- Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.

Standards

1. **Downtown Area Only**, primary structures shall be built to the front property line, but a portion of the building may be set back from the property line, per the following limitations:

- Twenty-five (25) percent, or minimum of ten (10) feet, of the building width shall be built to the property line (no setback), AND
- The maximum setback shall be ten (10) feet, AND
- The space created shall provide an outdoor seating area, a hardscape plaza, or similar pedestrian space.

2. **Transitional Area Only**, primary structures shall be built within ten (10) feet of the front property line, unless the setback allows for a parking area. If the setback includes parking, the primary structure shall be within seventy (70) feet of public right-of-way.

3. A minimum of one functional building entrance shall be provided along the building facade facing the street. Buildings that face multiple streets shall provide an entrance facing the more prominent of the two streets.

Exterior Lighting

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

Recommendations

- A. Exterior lighting should be designed to complement the character of the building.
- B. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.
- C. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- D. Preferred light types include: LED, fluorescent, and high-pressure sodium.

Standards

- 1. All exterior building and parking light fixtures shall be full cut-off. Lights directed towards the sky are prohibited. Ground lighting directed towards the building is acceptable.
- 2. Parcels abutting or across the street from residential or park uses shall not cause light trespass in excess of 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
- 3. Parking and security lighting poles shall not be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or thirty-five (35) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height shall be twenty-five (25) feet.
- 4. Spec sheets shall be submitted with the Design Standards Checklist for each exterior light fixture to be used.



Examples of full cutoff fixtures that minimize glare and light pollution



An example of a shielded light fixture that cuts down on light trespass.



An example of a prohibited non-cutoff light fixture

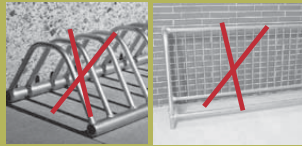
SITE DESIGN

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

SITE DESIGN

Right: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.



Left: examples of poor bike racks that do not allow for a lock to secure the bike frame to the rack.



The above image meets **Recommendation C** and **Standard 2**. Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two developments.



The above image meets **Recommendation C** and **Standard 2**. Development #1 parking includes double-loaded parking aisle in the front and rear yards. Development #2 parking includes two double-loaded parking aisles on the side of the building.

Recommendations

- A. Bike racks should be designed to allow the frame to be locked directly to the rack.
- B. Shared parking lots are strongly encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
- D. Whenever possible, parking areas should be placed in the side and rear yards.

Standards

- 1. All parking areas of five (5) or more vehicles shall be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
- 2. **Downtown Area Only**, off-street parking in front of the building is prohibited. Side yard parking shall not be more than sixty-four (64) feet wide (necessary space needed for two rows of parking with a drive aisle).
- 3. **Transitional Area Only**, front yard parking shall be limited to a double-loaded parking aisle and side yard parking shall not be more than one hundred and forty (140) feet wide (necessary space needed for two double-loaded parking aisles with a landscaped median between them).
- 4. Walkways shall be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle shall be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.

Parking Areas (cont.)

Standards (cont.)

5. Parking stalls and drive aisles shall be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer shall be five (5) feet or equal to the minimum building setback, whichever is greater.

6. Parking lots adjacent to residential properties shall provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options. A solid fence without landscaping is discouraged.

7. Parking lots with rows of more than twenty (20) parking spaces shall be interrupted by a landscape island or median. When trees are planted within the islands, a minimum width of eight (8) feet is preferred.

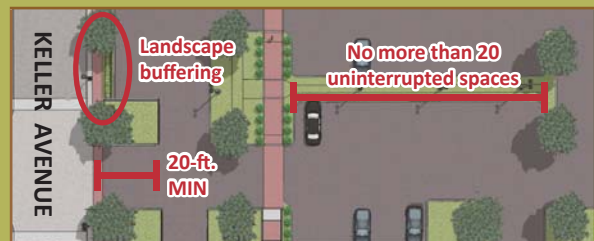
8. Parking lot access driveways to Keller Avenue shall have a throat depth of twenty (20) feet and be separated from parking stalls by a planted landscaping dividers protected by a concrete curb.



The above images show a variety of ways to buffer parking areas from the public sidewalk. The image on the right shows a prohibited condition along a parking and sidewalk edge (no buffer).



Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.



This illustration meets **Standard 7** with medians and parking islands breaking up the parking stalls. **Standard 8** is also being met by this illustration, as there is at least a 20-foot throat depth off of Keller Avenue and the parking stalls are separated from the public sidewalk by a landscaping divider.

SITE DESIGN

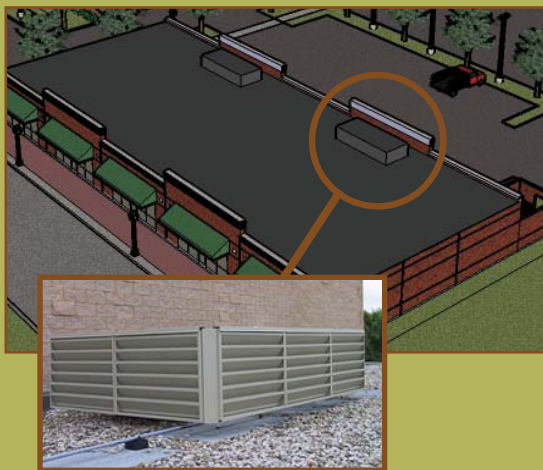
Storage, Service, & Smoking Areas

INTENT: To improve the appearance of the downtown area.

SITE DESIGN



Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick wall with landscaping (lower).



Example of a building facade screening rooftop mechanical from ground view.

Recommendations

- A. Shared garbage and recycling facilities are encouraged, where practical, as a means to meet screening requirements and preserve access needs.
- B. Rear yard loading and staging areas are strongly encouraged.

Standards

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment shall be located or screened so that they are not visible from a public street, waterfront or adjacent properties. Electrical service boxes are excluded from this requirement (see Standard 2).
2. Placement of service boxes shall be located away from pedestrian zones. Preferred locations are in the side or rear yard.
3. Permanent loading docks and staging areas shall not be in the front yard. Any loading areas visible from the street, or facing a residential property, shall be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
4. Outdoor storage of products, materials, or equipment is prohibited in the front yard. Short-term display items or items that are available for purchase by customers are exempt from this standard.
5. Screening shall be compatible with the building architecture, including material palette and design elements, as well as other site features.
6. Barbed wire and chain link fencing are prohibited.

Landscaping

INTENT: To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots.

Recommendations

A. Yard areas not used for off-street parking are encouraged to be attractively landscaped, screening parking and service areas from adjacent properties so as not to impair the values of the adjacent properties.

B. Indigenous plants with low water and pesticide needs are strongly encouraged (work with local nurseries in developing the landscaping plan).

C. Plantings and low fences located between parking areas and public rights-of-way should not obscure vision between three (3) and eight (8) feet above ground for pedestrian safety. Trees and bushes that would naturally obscure this zone at maturity should not be used.

D. Canopy trees are encouraged along the street frontage, between parking and the property line, and within parking islands. The preferred ratio is one (1) canopy tree per fifty (50) feet of linear street frontage.

E. Front yard parking areas (*allowed only in the Transitional Area*) should have sufficient landscaping within the parking area or within ten (10) feet of the parking edge. Preferred landscaping include canopy trees (*min. 2" caliper*), evergreen trees (*min 4 ft.*), ornamental trees (*min. 5 ft.*), shrubs (*min 12"*), and rain gardens.

F. All parking lot islands should be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.

Standard

1. All landscaping shall be completed within twelve (12) months of the issuance of an occupancy permit or final inspection, in accordance with the approved landscaping plan.



A 3-foot high buffer along the public sidewalk defines and separates private parking areas from the public street realm. This improves aesthetic appearance and the pedestrian experience.



Trees and shrubs within and around parking areas greatly improve the aesthetic appearance and overall pedestrian experience (examples on the right). Barren parking areas, as shown above, are strongly discouraged.



SITE DESIGN

Stormwater Management

INTENT: To reduce the negative ecological impacts created by parking lots and other impervious surfaces (heat gain, stormwater runoff volume and contaminants).

Recommendations

- A. Where possible, use rain gardens and bioretention basins to mitigate run-off and filter pollutants.
- B. Where large paved areas, such as parking lots, are required, it is recommended that permeable surfaces, pervious asphalt, pervious concrete, or special paving blocks are considered.
- C. Use of planted “green” roofs are encouraged, wherever feasible (*see image in the lower left*).

Standards

1. On-site storm water management systems shall meet the of City’s Storm Water Management and Erosion Control Ordinance and Wisconsin Administrative Code NR 151 (1 acre or greater land disturbance).

SITE DESIGN



Examples of rain gardens and bioretention areas within or near parking lots.



Examples of permeable surfaces: porous concrete (left) and paving blocks (right).



Example of a green roof.

Scale & Articulation

INTENT: To establish and maintain a consistent street wall that provides visual interest and human scale.

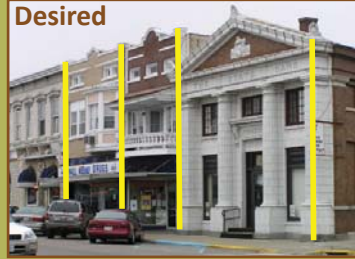
Recommendations

- A. A full two story building is strongly encouraged, wherever feasible.
- B. All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.
- C. New buildings should incorporate horizontal expression lines from existing buildings within the same block whenever practical.

Standards

1. New buildings shall be between eighteen (18) feet and seventy-five (75) feet. Buildings built beyond three stories shall set back the upper-floor building plane a minimum of three (3) feet from the lower three floors.
2. New buildings shall establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc). Any building with a total width equal to or greater than its height shall utilize one or more of the following techniques:
 - expression of structural bays,
 - variations in material, and/or
 - variation in the building plane.
3. New buildings shall utilize a horizontal expression line that projects at least two (2) inches from the building facade to articulate the transition between the first floor and upper floors.
4. Street-facing building facades over hundred (100) feet in length shall have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.
5. An accurately-measured elevation of each exposed building facade and any neighboring buildings shall be submitted with the Design Standards Checklist.

Desired



Prohibited



Top: Prohibited horizontally proportioned building.

Left: Desired vertically-proportioned buildings.



The images above are examples of building designs that set the building plane back from the lower level(s).



An example of a horizontal expression line.



*The images above illustrate techniques used to vary the facade heights along a long facade, meeting the 25% threshold described in **Standard 4**.*

BUILDING DESIGN

Roofline & Cornice

INTENT: To reinforce the existing character of downtown area, and to provide variety and visual interest.

BUILDING DESIGN

Alternative roof systems that are allowable in parts of downtown, depending on their location (Standard 1).



**MANSARD
ROOF W/
DORMERS**



**PITCHED ROOF
W/ PARAPET**



**PITCHED ROOF
W/ GABLE**



**FLAT ROOF
W/ CORNICE**



Prohibited

*Roofline is parallel to the street, which does not meet **Standard 2**.*



Prohibited

*A low-slope roof, which does not meet **Standard 3**.*

Recommendations

- A. Parapet walls with cornices are encouraged.
- B. Unique and decorative cornice designs are encouraged to generate character and building identity.

Standards

1. A positive visual termination at the top of the building shall be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
2. **Downtown Area Only**, a flat or mansard roof system shall be used; a pitched roof system may be approved if appropriate to the site and style of the building.
3. Pitched roofs shall have a slope no less than 5:12.
4. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings and any neighboring buildings shall be submitted with the Design Standards Checklist.

Street-Level & Secondary Facades

INTENT: To reinforce the existing character of downtown area, and to enliven and activate the public streets.

Recommendations

- A. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- B. Downtown buildings should activate the street by providing significant visibility through the street-level facade to activities or displays within the building.
- C. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

Standards

- 1. A discernible “base” shall be established. The base shall be at least two (2) feet in height, but may include the entire first floor.
- 2. Any secondary facade facing a public street (corner buildings) shall incorporate design qualities similar to the primary front facade. Use of the same material and color palettes of the primary facade is strongly encouraged.
- 3. An accurately-measured elevation of each exposed building facade and any neighboring buildings shall be submitted with the Design Standards Checklist.



An example of large windows providing significant visibility into the building.



Demonstration of base, middle and top on an existing downtown building (Standard 1).



Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade (Standard 2).



Windows, Doors, & Garages

INTENT: To enliven and activate the street, and to reinforce the existing building character within the downtown area.

BUILDING DESIGN



An existing building that meets the 35% clear glass on the ground-level threshold.



An example of street-facing garage doors that are not set back from the primary facade.



An example of a open parking entrance that is not set back from the primary facade.

Recommendations

- A. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the ground level.
- B. Street-facing garage doors are strongly discouraged.
- C. The downtown is important to the City's commercial and tourist economy; therefore, property owners/leasees are encouraged to avoid window treatments/coverings that are obtrusive. Appropriate window treatments include blinds, curtains and shades that reinforce the existing characteristics of the building.

Standards

1. **Downtown Area Only**, ground level facades facing a public street shall be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above grade). A minimum of two (2) feet shall be maintained between the glass and any interior dividers to allow for product display; however, such screening of internal activities is discouraged.
2. **Transitional Area Only**, ground level facades facing a public street shall be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above grade). A minimum of two (2) feet shall be maintained between the glass and any interior dividers to allow for product display.
3. Garage doors and open parking entrances facing Keller Avenue are prohibited. Street-facing garages and open parking entrances facing any other street shall be set back from the primary facade a minimum of four (4) feet.
4. A diagram illustrating the percentage of transparent glass on each street-facing facade shall be submitted with the Design Standards Checklist.

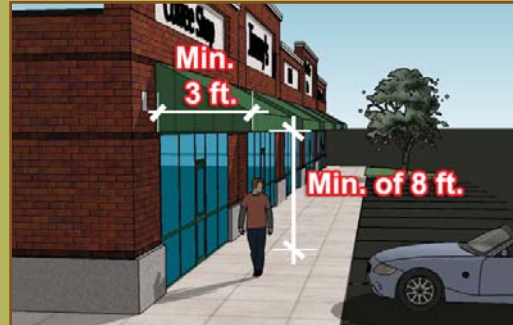
INTENT: To reinforce the existing building character within the downtown area.

Recommendations

- A. Use of ground floor awnings is strongly encouraged.
- B. Fabric or soft vinyl awnings are preferred.
- C. Awning colors should relate to and complement the primary colors of the building facade.
- D. Upper floor projections into the minimum building setback are allowed, including balconies, bay windows, and awnings.

Standards

1. Projections (balconies, bay windows, canopies, etc.) shall not extend more than three (3) feet beyond the property line at the sidewalk, except awnings, which may extend to within three (3) feet of the street curb.
2. **Downtown Area Only**, canopies (flat horizontal projections) are prohibited; however, awnings are encouraged.
3. Awnings/Canopies shall be at least three (3) feet in depth and the underside of the projection shall be at least eight (8) feet above the sidewalk.
4. **Downtown Area Only**, Awnings using wood or shingle components are prohibited.
5. Awnings may be lit from above, and/or may feature lighting beneath to illuminate the sidewalk; however, glowing awnings (backlit, light shows through the material) are prohibited.
6. Awnings shall be mounted below the horizontal expression line that defines the ground floor.



*This image demonstrates **Standard 3** requirements for awning placement.*



*Canopies are prohibited in the downtown, as they do not fit the overall character (**Standard 2**).*



Images below/above show mounted awnings below the horizontal expression line (and image below also shows lighting from above the awning).



Signage

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

Recommendations

- A. Preferred sign types include: wall-mounted (facing the street), window, projecting and awning.
- B. Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.
- C. Creative, detailed, artistic and unique signage is encouraged.
- D. Signage should feature the name and/or logo of the business(es) in that building. Signs should not prominently feature individual products (e.g. "Pepsi" & "Miller"), especially if not sold in the establishment.

Standards

- 1. All signs shall conform to the design and maintenance requirements of the City's Sign Ordinance (Section 13: Article H) and a sign permit must be acquired.
- 2. Prohibited sign types include: roof-mounted, back-lit, pylon, neon (excludes interior usage), and billboard signs.
- 3. **Downtown Area Only**, free-standing signs, if used, shall utilize monument-style design, and shall extend no higher than five (5) feet above the mean street grade; however building signs are strongly encouraged in lieu of monument signs.
- 4. **Transitional Area Only**, free-standing signs, if used, shall utilize monument-style design, and shall extend no higher than eight (8) feet above the mean street grade.
- 5. Any exterior lights shall be mounted above the sign and directed downwards. This standard applies to all signs, including free-standing monument signs.

BUILDING DESIGN



Window Sign



Neon (interior usage) Sign



Wall Sign



Monument Sign



Awning Sign



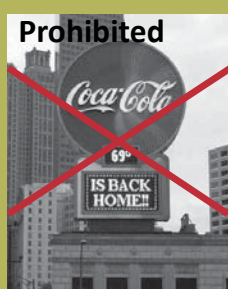
Projecting Sign



A sign that features a product more prominently than the business name (discouraged).



Back-lit, Freestanding Sign



Neon Roof Sign

INTENT: To reinforce the existing character, and to provide for variety and visual interest.

Recommendations

- A. Muted tones are preferred for the primary facade color.
- B. Preferred exterior finish materials include kiln-fired brick, stucco, terra cotta, wood siding and details, and fiber cement siding.
- C. Permitted exterior finish materials include high-quality cultured stone or brick veneer, and vinyl siding (*except on the front facade*).
- D. EIFS (*Exterior Insulation and Finish System*) is discouraged as a principle facade material, especially at ground level where susceptible to damage, but is acceptable above the ground floor and as an accent material.

Standards

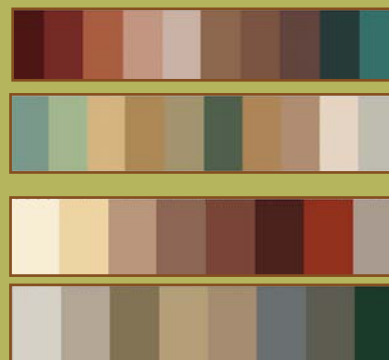
1. Day-glo or fluorescent colors are prohibited.
2. Bright colors are prohibited for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. Vinyl siding and residential steel lap siding are prohibited on the primary front facade.
4. If vinyl siding is used on the other sides of the building, it shall be at least 0.044" in thickness (*considered a "premium" siding*), as it is more resistant to damage, sagging and warping, especially when subject to Wisconsin's seasonal temperature extremes.
5. Prohibited building materials include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, and panelized products.
6. A picture and a sample of each exterior material and a facade illustration that indicates colors and materials shall be submitted with the Design Checklist.



The images within the box on the left are preferred building materials (from top left to bottom right): kiln-fired brick, stucco, terra cotta, wood siding, and fiber cement siding.



The images within the box on the left are permitted building materials (from left to right): vinyl siding, cultured stone, and brick veneer.



Example Palette #1

Example Palette #2

Example of preferred colors for the primary facade (illustrated using Sherwin Williams color palettes), meeting Standard 2.

Cleaning & Restoration

INTENT: To promote the appropriate preservation and restoration of existing architectural features in Downtown Amery.



An example of a reconstructed architectural pediment.



The before and after images show a restoration project that revealed the original brick and architectural details.



An example of the negative effects of sandblasting brick work.

Recommendations

A. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects).

B. If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.

C. Building owners are encouraged to use a “historic” color for the primary facade color. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish “historic color” sample charts which are available at paint dealers.

D. Previously obscured design details should be revealed and restored, whenever feasible.

Standards

1. Architectural details shall not be obscured or covered up by siding, awnings or signage.
2. Chemical or physical treatments, such as sandblasting, to existing painted brick or stone are prohibited. If necessary, surface cleaning shall use the gentlest means possible.

Architectural Detail

INTENT: To promote the appropriate preservation and restoration of existing architectural features in Downtown Amery.

Recommendations

- A. Building owners are strongly encouraged to remove materials which cover the transom. If the ceiling inside has been lowered behind the transom, it is recommended that the ceiling be raised for a few feet behind the transom.
- B. If the original base panel is in poor condition or is missing, building owners are strongly encouraged to reconstruct it with materials consistent with the size and design of the original panels.
- C. Replacement doors and windows on a historic building should maintain the historic character of the building by matching the original material, proportions, design, etc.

Standards

1. Infilling existing base panels with concrete block is prohibited (unless it matches the primary facade material). Brick, if used to infill the base panel, shall match the building as closely as possible in size, color, and texture.
2. Building owners shall consult the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Revised 1990).

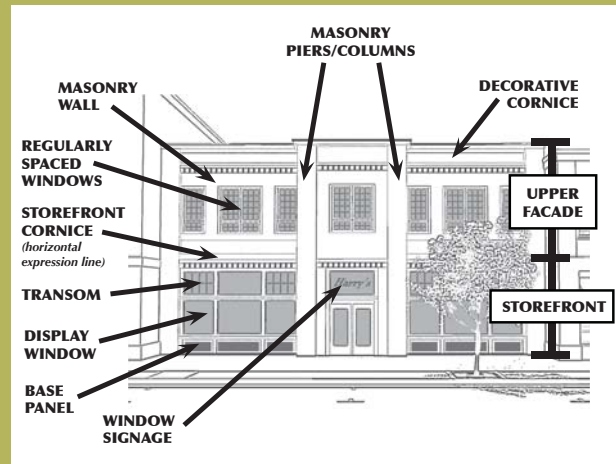


Illustration showing the traditional facade components of a downtown storefront building.

RESTORATION & PRESERVATION

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Checklist

Instructions

If a section of these standards does not apply to the proposed project (*e.g. parking standards for a facade renovation project*) the entire section can be skipped by checking the “does not apply” box ☐ NA . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out ☐ for any that do not apply.

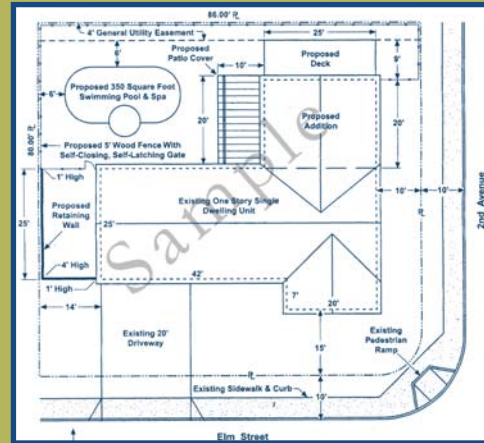
In addition to this checklist, a site plan shall be submitted, including (*as applicable*):

- ☐ Trash and recycling containers
- ☐ Pedestrian pathways
- ☐ Parking and circulation
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

Applicant

Staff / FC

Plan Com.



Design Standards Checklist

SITE DESIGN

Street Relationship Standards

☐ NA

Comments (*office use only*):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. **Downtown Area Only**, primary structure is built to front property line, or meets the THREE following requirements:

- ☐ 25% (*or min. of 10 ft.*) of the building has no setback
- ☐ 100% of front facade w/in 10 ft. of the public R.O.W.
- ☐ Setback area(s) provide usable outdoor space

2. **Downtown Area Only**, primary structure is built within:

- ☐ 10 feet of the front property line (*no parking*) -OR-
- ☐ 70 feet of the front property line (*with parking*)

3. At least one functional building entrance faces the most prominent street.

Checklist

Design Standards Checklist

	Applicant	Staff / FC	Plan Com.	
1. Exterior building & parking light fixtures are full-cutoff -AND- not directed to the sky (<i>ground lights directed at building are acceptable</i>).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Exterior Lighting Standards <div>NA</div> Comments (<i>office use only</i>): <hr/> <hr/> <hr/> <hr/>
2. Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Parking/security poles are no taller than the building height restrictions in the underlying zoning district, or 35 feet, whichever is less. If abutting residential, the poles are no taller than 25 feet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Spec sheets for each light fixture are submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. Parking areas of 5 or more vehicles are paved and include concrete curbs along all parking/drive areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parking Areas Standards <div>NA</div> Comments (<i>office use only</i>): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. Downtown Area Only , off-street parking is: <input type="checkbox"/> not in front yard, -AND- <input type="checkbox"/> no wider than 64 feet in the side yard(s).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Transitional Area Only , off-street parking is: <input type="checkbox"/> no more than a double-loaded aisle in front, -AND- <input type="checkbox"/> no wider than 140 feet in the side yard(s).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4a. The building entrance has a walkway connecting to the public sidewalk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4b. Walkways crossing parking areas or a drive aisle are clearly marked by striping or material change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Parking stalls & drive aisles are separated from the public ROW & adjacent properties by a planted landscape buffer (<i>5 feet or equal to building setback</i>).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Parking lots adjacent to residential properties have a semi-opaque buffer (min. of 4 feet in height).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Parking rows of more than 20 parking spaces are interrupted by a landscape island/median.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Access driveway(s) to Keller Avenue have a throat depth of 20 feet & is separated from parking stalls by a planted landscaping divider protected by a curb.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

	Applicant	Staff / FC	Plan Com.	
Storage, Service, & Smoking Areas Standards <div>NA</div> Comments (office use only): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Trash/recycling containers & street-level/rooftop mechanical equipment are not visible from the street, waterfront, or neighboring property.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Service boxes are located away from the pedestrian zone.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Permanent loading docks and/or staging areas are not in the front yard -AND- any loading areas visible from the street or facing residential property are screened with landscaping &/or wall not less than 6 feet in height & integrated with the overall site design &/or building elements.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. There is no outdoor storage of products, materials, or equipment in the front yard (excluding short-term display items or items available for purchase).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Screening is compatible with the building architecture (material palette & design elements), as well as other site features.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. There is no barbed wire or chain link fencing.
Landscaping Standards <div>NA</div> Comments (office use only): <hr/> <hr/> <hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. All landscaping will be completed within 12 months of the issuance of an occupancy permit or final inspection, in accordance to the approved landscaping plan.
Stormwater Management Standard <div>NA</div> <hr/> <hr/> <hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. On-site stormwater management systems meet the: <ul style="list-style-type: none"> <input type="checkbox"/> City's Storm Water Management & Erosion Control Ordinance, -AND- <input type="checkbox"/> Wisconsin Administrative Code NR 151 (1 acre or greater land disturbance)

Design Standards Checklist

Checklist

Design Standards Checklist

Applicant

Staff / FC

Plan Com.

BUILDING DESIGN

1. New building is between 18 feet & 75 feet tall -AND- building stories over 3 are set back from the lower floors by at least 8 feet.

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Scale & Articulation Standard

NA

Comments (office use only):

2a. New building establishes vertical proportions for the street facade & for elements w/in the facade.

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2b. Any building with a total width equal to or greater than its height utilizes one or more of the following techniques:

- ☐ expression of structural bay,
- ☐ variation in material, -AND/OR-
- ☐ variation in the building plane.

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3. New building has a horizontal expression line between the first floor & the upper floors that projects at least 2 inches from the building plane.

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4. Street-facing facades over 100 feet in length have at least 25% of the facade vary in height, with such difference being 4 feet or more.

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5. A accurately-measured elevation of each exposed building facade & any neighboring buildings is submitted.

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1. The roof has a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.

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Roofline & Cornice Standards

NA

Comments (office use only):

2. **Downtown Area Only**, the building has a flat or mansard roof system.

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3. The roof has a slope no less than 5:12.

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4. An accurately-measure elevation drawing illustrating the roofline of the proposed building & any neighboring building is submitted.

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Checklist

	Applicant	Staff / FC	Plan Com.	
Street-Level & Secondary Facades Standards <div>NA</div> Comments (office use only): 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. A discernible “base” is established, comprising at least the first 2 feet of the building, or at most the entire first floor facade.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. All facades facing a public street incorporate design qualities similar to the primary front facade.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. An accurately-measured elevations of each exposed building facade and neighboring buildings are submitted.
Windows, Doors, & Garages Standards <div>NA</div> Comments (office use only): 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Downtown Area Only , ground floor facades facing the public street are comprised of at least 35% clear glass with a minimum of 2 feet between the glass & the interior dividers.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Transitional Area Only , ground floor facades facing the public street are comprised of at least 25% clear glass with a minimum of 2 feet between the glass & the interior dividers.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3a. There are NO garage doors or open parking entrances facing Keller Avenue.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3b. Street-facing garages and open parking entrances facing any street (<i>none facing Keller Avenue</i>) are set back from the primary facade at least 4 feet.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.

Checklist

Design Standards Checklist

	Applicant	Staff / FC	Plan Com.	
1. Excluding awnings, projections do NOT extend more than 3 ft. beyond the property line. Awnings do NOT extend closer than 3 ft. from the street curb.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Projections Standards <div>NA</div> Comments (office use only):
2. Downtown Area Only , there are no canopies (flat horizontal projections).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Awnings/Canopies are at least 3 feet in depth and at least 8 feet above the sidewalk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Downtown Area Only , Awnings do not use wood or shingle components.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. The building has no glowing awnings (backlit, light shows through the material).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Awnings are mounted below the horizontal expression line that defines the ground floor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. All signs conform to the design and maintenance requirements of the City's Sign Ordinance (Section 13: Article H).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Signage Standards <div>NA</div> Comments (office use only):
2. There are NO roof-mounted, back-lit, pylon, neon (excluding interior usage), or billboard signs on the property.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Downtown Area Only , free-standing signs (if any) utilize monument-style design & do NOT extend higher than 5 feet above the mean street grade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Transitional Area Only , any free-standing signs (if any) utilize monumental-style design & do NOT extend higher than 5 feet above the mean street grade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. All exterior light are mounted above the sign & are directed downwards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist

	Applicant	Staff / FC	Plan Com.	
Colors & Materials Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. There are NO day-glo or fluorescent colors used on the building.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. There are NO bright colors used as the primary facade color.
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Vinyl and Residential Steel Lap Siding are NOT being used on the primary front facade.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Vinyl siding used on any other side of the building (none on the front) is at least 0.044 inches thick.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Building materials do NOT include gravel aggregate materials, stone or cultured stone in a random ashlar pattern, rough-sawn wood siding, polished stone, or panelized products.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. A picture & a sample of each exterior material & a facade illustration indicating colors/materials is submitted.
RESTORATION & PRESERVATION				
Cleaning & Restoration Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Architectural details are NOT obscured or covered up by siding, awnings, or signage.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. NO chemical or physical treatments to existing painted brick/stone -AND- (if necessary) use the gentlest means possible.
Architectural Detail Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. NO infilling existing base panels with concrete block (unless it matches the primary facade material).
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. The Secretary of Interior's Standards for Rehabilitation & Guidelines for Rehabilitating Historic Buildings (Revised 1990) have been consulted.